

September 2022

Register Today for the 2022 LeadingAge Annual Meeting + EXPO!

Continuing your valuable work requires new ideas, fresh perspectives—and taking time to recharge. That's why the 2022 LeadingAge Annual Meeting + EXPO offers unique opportunities to focus on your personal wellness in the beautiful city of Denver. Join other aging services leaders for experiences that enable us all to return to our organizations refreshed and ready for whatever comes our way next.



[Join us in Denver, October 16-19](#)

Leaders of Color (LoC) Scholarships to Attend the Annual Meeting + EXPO

LeadingAge invites leaders of color at member organizations to [apply for a scholarship](#) to attend the 2022 Annual Meeting + EXPO and participate in the [Leaders of Color Program](#). The program will bring together leaders of color from across the country to exchange resources, share ideas, and facilitate career advancement opportunities. The Annual Meeting + EXPO [education program includes ten education tracks](#) that feature [20+ sessions](#) suggested for leaders of color. [Apply today!](#)

National Workforce Development Month Toolkit and Resources



LeadingAge is excited to kick off National Workforce Development Month in September – a month to celebrate our dedicated aging services workforce and support its development through new resources. We encourage members to support Workforce Development Month and spotlight your teams with our [toolkit of turnkey member resources](#) developed specifically for you!



Thanks to you, we collectively met with roughly 60 Congressional offices last week - and that does not include the meetings we completed before and after!

The stories and information shared painted a compelling picture of the workforce crisis across the long-term care continuum. In addition, the relationships we are developing with Congressional offices will allow all of us to further this important dialogue.

Please remember to share your feedback on your meetings with us!

The Power of LeadingAge

Each and every day, LeadingAge's state partners and network of nonprofit and mission-driven providers are making America a better place to grow old by offering quality affordable housing, delivering expert services, and providing compassionate care. [We created a new video](#) to help communicate the importance of this critical work. [Please share this new resource](#) and incorporate it into your organization's communication strategies!

"How To" Tools to Positively Shift Perceptions of Aging Services

Opening Doors to Aging Services is a national-local initiative to help providers introduce the aging services sector to the public—and to shift perceptions positively. The initiative provides clear, research-backed strategies and tested messages to apply throughout your existing communications. You can help consumers understand the vital, quality services you deliver and showcase the sector to potential aging services employees by using Opening Doors guidance in your ongoing work.

All the resources you need are at OpeningDoors.org: research, communications strategies, messenger guidance and other assets! [Watch this short video](#) for an overview and find tips on adopting these strategies in the LeadingAge Learning Hub [QuickCasts](#) and [workshops](#) to help tell an authentic story of aging services and move perceptions positively. Use the new LeadingAge [Provider Inspiration Guide](#) to see how other LeadingAge members already are using these important resources!



New LTSS Report: Job Design for Home-Based Care

[Job Design for Home-Based Care: Perspectives of Employers and Personal Care Aides](#) documents how home care agencies across different business models address job design and the work environment for nonmedical personal care aides (PCA). The research report is based on interviews with leaders and PCAs at 11 home care agencies and surveys of leaders at 10 of the 11 agencies.

Member Solutions Savings

Finding quality services and solutions should not require that you spend precious time scouring the internet. That is why we give members exclusive access to the [LeadingAge Member Solutions program](#). It is full of innovative products and services that come with pre-negotiated savings and special terms. [Learn more](#) and take advantage of this valuable member benefit today.



LeadingAge
CAST Tech Time

Audio-Only Telehealth Can Lead to Disparities

Telehealth has enabled many older adults to receive the care they need during the pandemic but is not equally available to everyone. [See recommendations for equitable telehealth solutions.](#)

How Robots Are Aiding Senior Living

Find out how [robots are helping to solve workforce shortages](#) and identifying residents' health risks early. Also access more information and reviews on how others in aging services are using robots.

Technology at LeadingAge Annual Meeting + EXPO

Don't miss the latest developments in aging services technologies presented in [11 dynamic sessions](#) at the Annual Meeting + EXPO, October 16-19, 2022, in Denver, CO.



LeadingAge
Knowledge
Center

Mission-driven providers aren't waiting for policy change to solve today's workforce challenges. These free, on-demand resources can help you recruit, retain, and enrich your employees:

- [Values-Based Recruitment](#): How can your workplace culture be reflected in every touch point with potential new hires?
- [The Unspoken Exodus of Women from the Workforce](#): What can you do to recruit and retain this vital segment of our employee population?
- [Unconventional Retention Strategies](#): What financial stewardship programs build a more engaged workforce?
- [Workforce Well-Being: It's About Burnout](#): Which strategies are proven to manage compassion fatigue and secondary traumatic stress?



Strong governance drives success and sustainability. And those of us who work in the aging services sector know that there has never been a more important time to bolster our organizations' strength. That is why LeadingAge developed a new package of LeadingAge Governance Resources for Aging Services. [Learn more and determine which tools](#) can help your community plan for the future.

New Insights and Tools from LeadingAge

LeadingAge staff experts are developing essential advocacy, guidance, and tools, and curating the most relevant resources for aging services providers, including:

- [LeadingAge, Housing Groups Win Deadline Extension, Push for More Time on PBCA Rebid](#)
- [LeadingAge Urges HUD Secretary to End Service Coordinator Funding Delays](#)
- [House Bill to Study Impact of Staffing Agency Price Gouging](#)

[Keep up with the latest from LeadingAge experts here.](#)